

CLAIMS:

1. Apparatus for monitoring website activity comprising:

means for tracking a visit to a website by a visitor;

means for identifying the visitor;

means for monitoring progress of the visitor to additional pages within the website; and

means for initiating direct communication with the visitor according to the progress of the visitor within the website.
2. The apparatus as recited in claim 1 further including means for indicating the number of visitors accessing each of said additional page within the website.
3. The apparatus as recited in claim 2, wherein said means for indicating the number of visitors comprises a radar screen.
4. The apparatus as recited in claim 2, wherein said means for indicating the number of visitors comprises a bar graph.
5. The apparatus as recited in claim 1, wherein said means for initiating direct communication with the visitor comprises a text box which is presented to the visitor by a customer service representative, the text box further including means for identifying the customer service representative to the visitor and an interactive dialog box for the exchange of information between the customer service representative and the visitor.

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6. A method of providing customer service to a website visitor, the method comprising the steps of:

identifying to a website customer service representative that a visitor has accessed the website;

identifying the visitor to the customer service representative;

monitoring progress of the visitor to additional pages in the website;

operably connecting the customer service representative with the visitor; and

providing a dialog box from the customer service representative to the visitor such that instantaneous real-time communication is initiated between the customer service representative and the visitor.

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